Color Styles

for Your Home

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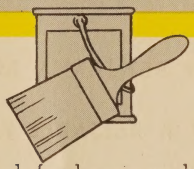
COLOR STYLES FOR YOUR HOME



A little book for home makers and home lovers—presented in a spirit of helpfulness, and created around the truth that the color and charm of our surroundings affect the happiness of our daily lives.

BENJAMIN MOORE & CO., NEW YORK CITY
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PRELUDE TO COLOR

Home is the end of a day—and a night—and the beginning of another day. It is a haven and a harbor and it goes out with those who live in it to inspire and strengthen or to discourage and defeat. For the one who stays behind it is a world—and to her, is this book dedicated.

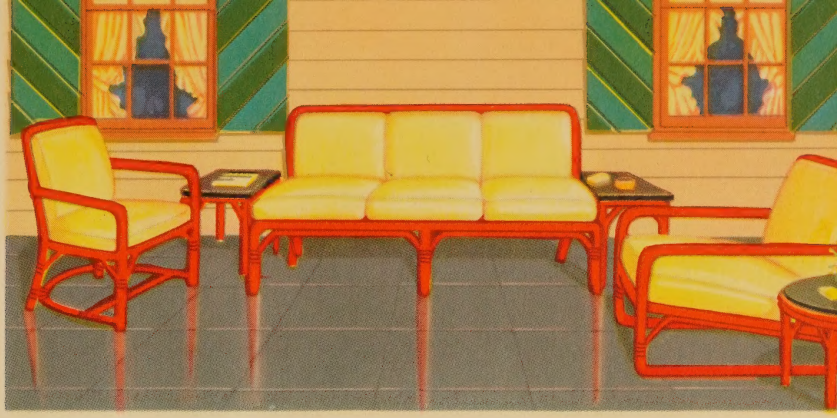
It is the essence of a home that it be always the same. However, we all need cheerfulness and comfort in our surroundings, and so the homemaker, through her ability, must create for her family an atmosphere of freshness and beauty. Change, freshness, and beauty are easily obtained through the use of color, and so I give you color in this book—the glowing rainbow tints that keep a home young. For your guidance are pictures and written color recipes which will work the miracle of beauty in your home, uplifting the spirits of those who live in it.

Betty Moore

THE HOME IS A REFLECTION of the family who lives in it. In your neighborhood your home is known by your name—Jones house, or the Scott house; to you, it's "My house," and a sense of pride should be in your voice when you say those two words, no matter how old or new your house may be.

Paint will keep up your pride in the home. Make it shine a welcome to all, even on the grayest days of winter. From the cellar to the roof, make every painted surface contribute its share of beauty to the general effect. New color schemes and gleaming surfaces pay quick dividends in satisfaction, self-respect, and the finest kind of pride—the pride a family feels in a lovely home.

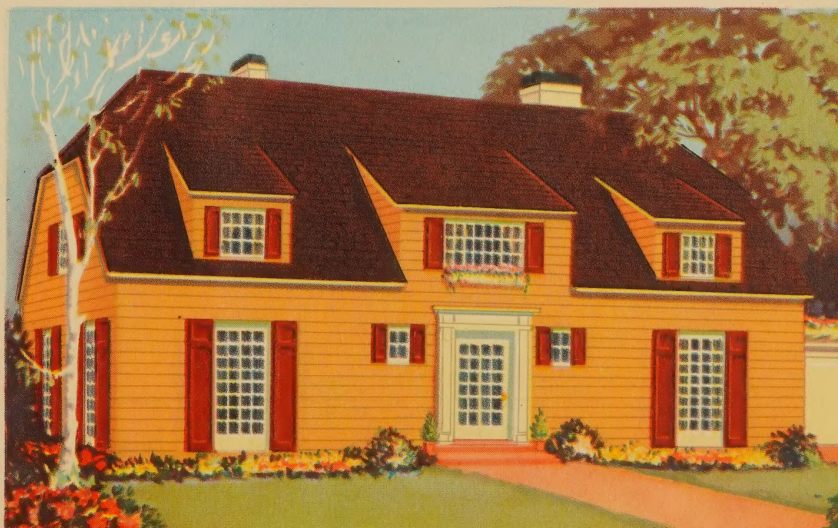
A HOUSE FRESH WITH COLOR is a family's joy and pride. You have your own personality—and here, with certain limitations, is a chance to express it. Of course the lines of your house are fixed and unchangeable—but what of that? The house itself is merely a canvas—waiting for **paint!** Remember, however, that your canvas has a frame. You must consider the setting of your



home—the trees around it, the houses that neighbor it, perhaps a hill that climbs to one side. They're all part of the picture, and they should harmonize.

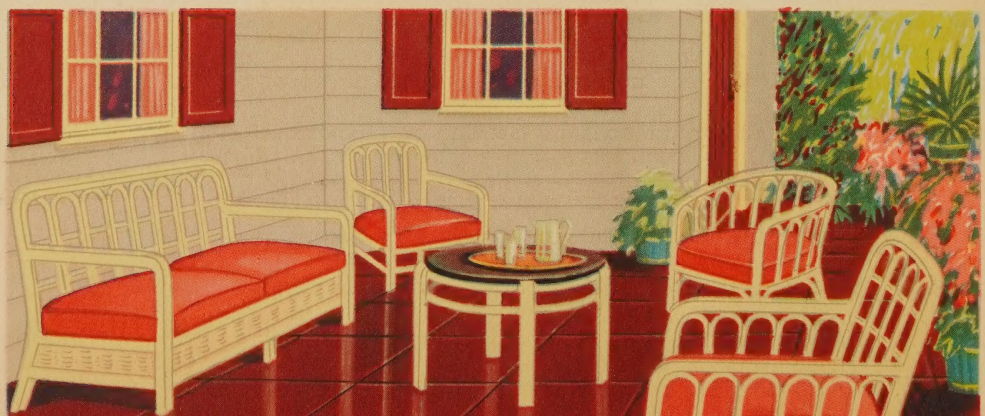
What does it mean if your home is a thing of beauty in itself but not in harmony with other homes on the street where it stands?

Paint with consideration to others—paint for individuality that does not sacrifice your neighbors. If you are in doubt, call in a master painter and describe the general effect you wish to



achieve. You can trust his judgment and his advice, and you can be sure he will give you just what you desire, thanks to the wide color range of Benjamin Moore & Co.'s paints.

THE COLOR ARMOR of protection that paint gives is most important. It is a quality too seldom thought of, for frailty is a word usually associated with beauty. Without the protection of paint, anything made of wool exposed to summer heat, or win-



ter's blast, will soon become dry and crumble with decay. A quality paint provides this protection as a coat of armor, year after year, a guardian that preserves the investment you have made in your home. Let the beating heat of the summer sun attack the surface—an armor of good paint will turn it back. Let the mercury fall and freezing weather attack your home—there will be no damage done, because dampness will not enter the

pores of the wood. Winter's most destructive effect on poorly painted surfaces is due to the constant freezing and expansion of moisture that has entered the surface due to poor protection.

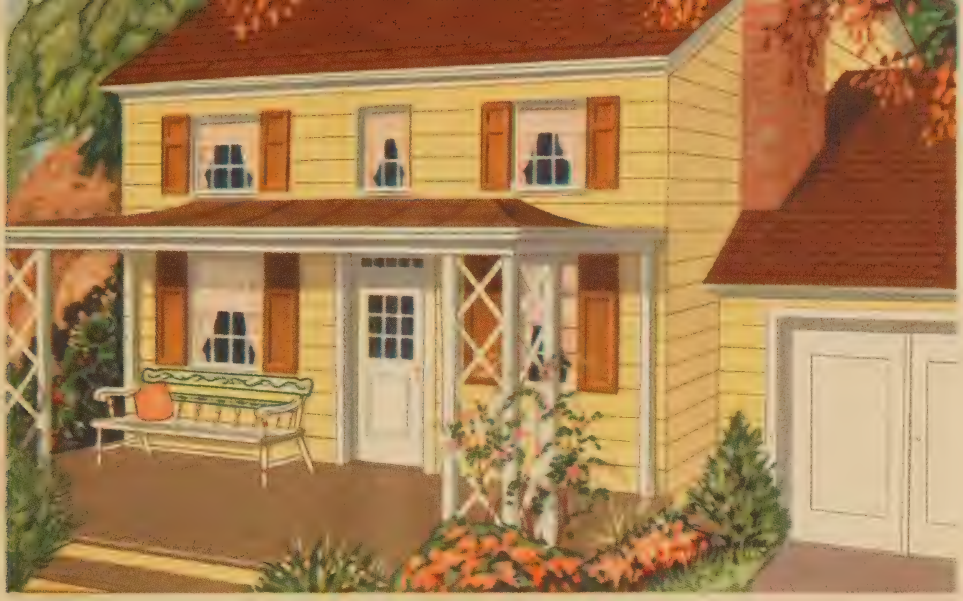
And, while we are dealing with the physical properties of paint, let's remember that some colors absorb heat while others repel it. Paint your house with a color that sends heat rays

bouncing away, and it will be cooler in the summer. The lighter colors have this quality, which is the reason why they are so generally used.

And so is added another advantage—the demonstrated ability of Benjamin Moore & Co.'s paint to protect wood from the ravages of extreme temperatures—the quality of repelling heat and cold.

COLOR CAN BE A MAGICIAN, fooling the eye and appar-

ently changing the very shape of a house. Perhaps your home has an angularity of line, an ungracious, box-like look that is a secret sorrow. Just as artfully applied rouge can seemingly improve bad features, so will a clever selection of paint colors



alter the appearance of a house. The trim painted in a color that contrasts with the body of the house will soften and change its contours, for in this way dull, wide expanses will be broken up with color contrasts that disguise the unattractive features of the house and charm the beholder unknowingly. Remember the roof in aiming to correct a fault of this kind; the proper color applied to your shingles can help in the transformation. And, if your house lacks balance between its upper and lower portions, a good thing to remember is the double color device. Light colors on the upper portion of the house and dark on the lower will tend to overcome the appearance of a top-heavy house.

COLOR INCREASES IDEA OF SPACIOUSNESS, and nowhere is this more apparent than where paint colors are used intelligently on a small house. If you choose the proper colors, even the smallest home takes on the appearance of size and

roominess, unshown in the blue-prints. In general the rule is this: dark colors appear to decrease; lighter shades increase the size of a house. If you wish to create the impression of a large home, use a light shade of paint and a trim color slightly darker. If the house is a one story bungalow, pay particular attention to the color treatment of horizontal lines. These lines running the length of the house parallel to the ground, in color contrast, produce a wider effect. Here again our painting scheme follows the rule in women's fashions, which says that a too-thin woman can well afford to wear horizontal stripes or prints with designs running horizontally across the fabric. If the desire is to make the house look taller, reverse this rule and

accent all possible vertical lines.

COLOR PREVENTS MONOTONY wherever it is used intelligently. The large house presents a more difficult problem than the small one. Broader treatments are indicated for a larger house, the greater areas must be treated both separately and en masse—to avoid blank expanses and yet create a pleasant and individual ensemble. But what an opportunity for distinctive and yet harmonious treatment a large house presents! Although it, too, must consider the plot on which it stands and

the design and color of its neighbors—since it is more alone, its problems are more individual. You can give your own desires far more consideration in painting a large house than a small one—you can make it really stand for **you.**

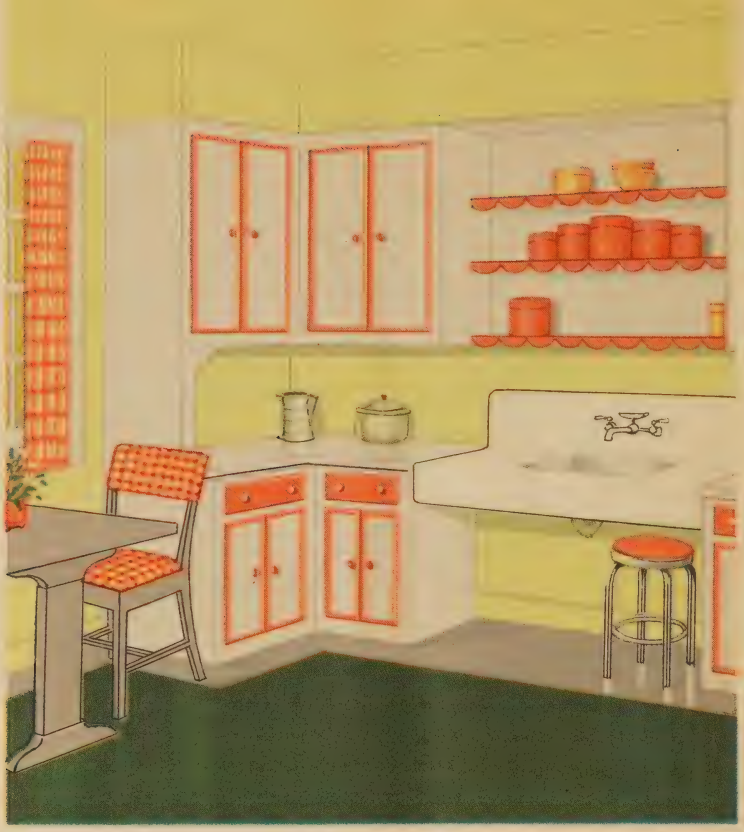
And don't be afraid of the light, bright, glowing shades. Only if your house is located at the top of a hill with little surrounding foliage must you curb your colors—for too light an exterior will cause the house to stand out too strongly. Let the colors of your home smile on all who see it, and its gaiety and charm will create warmth and happiness inside.

"BRUSH AWAY" DULLNESS IN YOUR LIVING ROOM! We all dream of a living room as a room filled with sunshine and

appealing color; with comfortable furnishings and many books and flowers. Such a room will be an invitation for the family to come home and for guests to linger.

Walls and ceilings in poor condition ruin the effectiveness of the nicest furnishings. Do you know that beautiful walls are a background to living? After your walls have been decorated with Sani-Flat, you will find you are living in a lovely new room.

Select a color scheme for your Living Room that will be restful when you are tired; soothing when you feel troubled; one that satisfies your need for beauty. There is a color for every type of Living Room—refreshing Nile Green—warm Apricot—restful Powder Blue, are merely suggestions. Often times a change in color in background will give old furniture



new interest.

A ROOM FOR SUNSHINE adds so much happiness to your joy of living. Did you know that a ray of sunshine is made up of all the colors in the rainbow? Just hold a glass prism in the sunlight and see for yourself. By adding rainbow colors in your Sun Room you will have a permanent room of sunshine. There is Sunshine Yellow, glowing Peach or Tea Rose to radiate warmth and beauty. It's great fun, this color game—new rooms for faded ones—new floors for worn—new furniture for old,

simply by the magic stroke of a brush.

LET DINING BE GAY—plan to avoid dull meals and dull dining rooms; remember that there are two settings in every dining room—one, the table and around it. The old saying is true that happiness and contentment aid digestion—also that color and brightness stimulate conversation. Let your dining room sparkle with fresh, gay color. If the sun seldom visits your

dining room, let paint bring in the illusion of sunlight. If the room is too bright, use softer colors to achieve a more restful loveliness. Remember, too, that small rooms may be made spacious to the eye by the use of light colors—that dark corners

may be brightened with an appropriate color touch—and that woodwork, walls, floor, and ceiling may be made to blend into a color scheme that will improve the environment of mealtime.

BECOMING COLOR PERSONALITY differs for individuals, and so bedrooms should differ too. Bedrooms should express peace and rest—but should, above all, be planned and painted for the individual. My lady's boudoir can be quaint or modern and still be feminine. Youth responds to lively, vibrant colors—maturity to colors of greater softness. The tones of the furniture, the draperies, and rugs should harmonize with the colors used on the walls. The size of the room and its exposure must also be considered with the rules in mind that have already been discussed in connection with the other rooms in the house. Here,

too, it will pay you to consult with a master painter, describing just the effects that you want. With myriad hues and colors at his disposal, he will be able to create any decorative scheme your fancy may demand.

GIVE YOURSELF AN EXTRA ROOM by utilizing the basement or attic, so frequently neglected in many homes. Where once lived only a furnace and a tangle of pipes, a playroom can be made to blossom with the help of a carpenter and a little paint. Or you can push the old trunks and papers in your attic to one side and build a room that will be the scene of countless hours of fun and frolic. In this room many amazing things can be done with paint. A soft blue enamel on the wall accented

with white and bright red enamel may be used. Dark painted floor with lines for floor games painted in white is a practical idea. The range of your color choice is practically unlimited; and, whatever selection you finally decide upon, there's a Moore paint product to say "All right; go ahead!"

BATHE IN COLOR, and enjoy the luxury of relaxation that

an up-to-date, modern bathroom can bring. Color will modernize even an old bathroom and make it attractive. Walls may be enamelled in lasting colors that steam, water, heat and long wear leave with all their original beauty. Woodwork and trim

may be treated in contrasting shades that add an exciting note of interest. If your bathroom has a moulding that runs around the walls of the room three or four feet from the floor, you can achieve a pleasant, modern effect by painting the wall below the moulding in a darker shade of enamel than the rest of the wall. The bathroom furniture can do its part, too, with the help

of Moore's Utilac—and contribute contrasts of color that add gaiety to the general effect.

But never forget that the quality of your paint is of the utmost importance in the bathroom, where unusual extremes of temper-

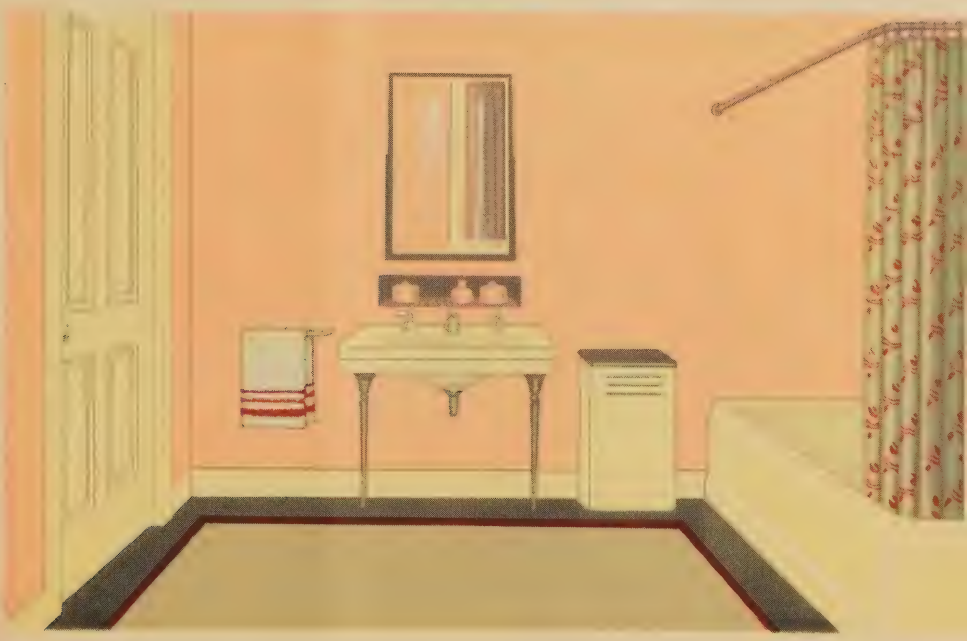
ature and dampness will quickly prove inferior finishes to be disappointing. And so play safe when discussing your bathroom with your master-painter and say, "Of course I want you to use Benjamin Moore & Co.'s paints."

COLOR GIVES WINGS TO WORK in the kitchen, and the wise woman of today plans her kitchen color scheme with this in mind. The modern kitchen has cast off its drab costume of

early days and come forth in an ensemble of color beauty. So much time is spent in this workroom, it is only logical it should have an atmosphere of light, cheer, and cleanliness. Gas ranges, sinks and other units of kitchen equipment now blossom forth in color.

And there are practical reasons for the generous use of paint in the kitchen. Walls and ceilings finished with paint or enamel are so much easier to keep clean; painted or varnished floors make the scrub-pail hour a thing of the past; "cooking film" need never linger where paint has left its smooth, hard surface.

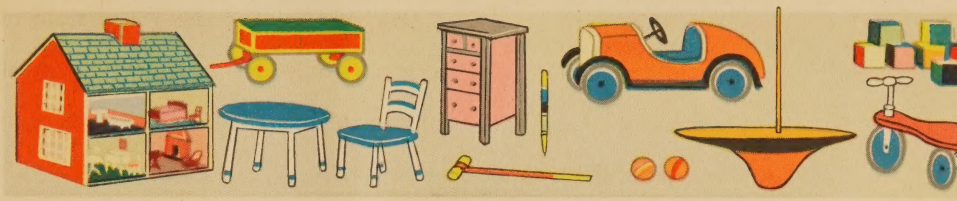
So make your kitchen a clean, gay place in which to work; let its inviting charm bring inspiration to the daily routine of



menu-planning and meal preparation. And don't lose sight of the drastic conditions of heat and moisture that your paint must combat in this room. Benjamin Moore & Co. make paint that will meet the test.

THINK OF THEM PAINTED . . . Think of the many things around your house that a coat of paint will bring back to useful life—the old, scarred pieces of furniture, the marred and scraped toys, the handles of kitchen utensils, picture frames, bric-a-brac, etc. Imagine them in their places resplendent in a bright new uniform of paint, scattered like cheerful sentinels of

color through your home. Their rejuvenation can be accomplished by the use of Moore's Utilac—the enamel anyone can use on almost anything. It is so easily applied; it dries hard and smooth in a few hours, and its surface endures through years of hard use. For little things and big things too—for use on interior floors as well as walls and the children's furniture—it's a product every woman should have on hand, ready to brush away the telltale marks of service.



FIFTY YEARS OF MAKING DREAMS COME TRUE!

For more than a half century Benjamin Moore & Co. has helped the women of America turn their dreams into homes. During that period a great tradition of honest paint manufacture has come into being. That tradition is the proudest possession of this great organization—jealously guarded and constantly fortified by constant research and unremitting care. We can say this to every user of a paint, enamel or varnish bearing the Benjamin Moore name:—**that the product you have bought is the best that modern science knows how to produce; that it will give value, satisfaction and dependable service for the purpose for which it was made.**

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There is a paint or varnish product, dependable in quality, made by Benjamin Moore & Co. for every decorating requirement.

★

MOORWHITE PRIMER:
dependable first-coater for exterior painting

HOUSE PAINT:
pure linseed oil product for exterior painting

MOORWHITE:
a tested product for outdoor protection and beauty

SHINGLE STAIN:
decorative and preservative product for wood

PORCH & DECK:
long wearing finish for exposed floors and steps

MURESCO:
economical interior wall and ceiling finish

SANI-FLAT:
washable flat paint for walls, ceilings, trim

DULAMEL:
washable eggshell finish for interior decoration

INTERIOR GLOSS:
resists steam and moisture in kitchen and bath

UTILAC ENAMEL:
for walls, ceilings, trim, floors and furniture

FLOOR ENAMEL:
quick drying and long wearing for floors and stairs

MOVAR VARNISH:
waterproof varnish for interior and exterior

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